LEO BURNETT U.S.A.

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July 11, 1996

Ms. Susan Reich
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Re: Audience Topline Profile, 1996 August Volume Menthol Mailing

Dear Susan:

This letter provides an Audience Topline Profile Report for the 1996 August Volume Menthol mailing scheduled to drop at the beginning of August 1996.

Audience Topline

An audience totaling 705,876 menthol smokers ages 21-55 were selected for the 1996 August Volume Menthol mailing.

The final audience selection was made using past response history and the scores assigned to each individual smoker by the coupon response model. In addition, Marlboro smokers were scored for loyalty using the Marlboro Loyalty model. Only non-loyal Marlboro smokers identified as responsive to coupons by the offensive coupon response model were selected to receive this mailing. Once the entire audience of Marlboro accessible names was scored, they were segmented into three key groups:

- Newport smokers
- Other Menthol Competitive smokers (Non-PM)
- Non-Loyal Marlboro Menthol smokers

Audience	Quantity	Percent
Newport Smokers	178,949	25.4%
Other Menthol Comp. Smokers	392,989	55.7%
Marlboro Menthol Non-Loyals	133,938	18.9%
Total	705,876	100.0%

Attached is the Marketing Topline which provides detailed profile attributes of the mailed audience.

Creative Versions and Testing

Leo Burnett developed two main creative versions:

1) A version for Newport smokers and
2) A version for other competitive and Non-Loyal Marlboro Menthol adult smokers.

In addition four coupon offer versions were created for testing purposes:

1) A version to pack/unknown buy kind smokers containing carton coupons
2) A verstion to pack/unknown buy kind smokers containing pack coupons
3) A version to Discount/Premium/Newport smokers containing $2.00 off carton coupons
4) A version to Discount/Premium/Newport smokers containing $3.00 off carton coupons

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Source: https://www.industrydocuments.ucsf.edu/docs/zkmn0004

Program Offers
All versions delivered 4 coupons, bonus miles, and a survey.

The main Newport audience received:

Offers	*Coding*
Main Version (cells 1-6)	
(2) $.40 Off Pack coupons	CC/CT
(2) $3.00 Off Carton coupons	CC/CB
Survey	HR/SU
Bonus Miles	MS/BM

The main audience of other menthol competitive and Non-Loyal Marlboro menthol adult smokers recieved:

Main Version (cells 7-19)	
(1) B2G1F pack coupon	CC/CC
(3) $3.00 Off Carton coupons	CC/CB
Survey	HR/SU
Bonus Miles	MS/BM

The four test versions contained the following offers:

Test Versions	
Pack/Unknown Buy Kind - Carton Coupons (cells 20 and 26)	
(4) $3.00 Off Carton coupons	CC/CB
Survey	HR/SU
Bonus Miles	MS/BM
Pack Unknown Buy Kind - Pack Coupons (cells 21 and 27)	
(2) $.40 off Pack	CC/CT
(2) B2G1F pack coupons	CC/CC
Survey	HR/SU
Bonus Miles	MS/BM
Discount/Premium/Newport Offer Tests (cells 22, 24, and 28)	
(4) $2.00 Off Carton coupons	CC/CE
Survey	HR/SU
Bonus Miles	MS/BM
Discount/Premium/Newport Offer Tests (cells 23, 25 and 29)	
(4) $3.00 Off Carton coupons	CC/CB
Survey	HR/SU
Bonus Miles	MS/BM

NOT VALID

Please do not hesitate to contact us if we can be of any further assistance.

Best Regards,

LEO BURNETT U.S.A.

David L. Ervin Sylvia Cruz

/e
Attachments

cc: S. Castor, J. Eibon, J. Rogan, M. Terry, K. Tolchinsky, J. Vander Putten - PM/NY
M. Conant, M. Cracraft, P. Goggin, D. Grant, S. Kaufman, D. Sharp - LBCo.

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